

Director's Report
STATE PARK SYSTEM ADVISORY COUNCIL
Division of Parks and Recreation
October 4, 2019

FINANCIAL PERFORMANCE

- **FY2020 Parks & Retail Comparative Statement** (attached) covering period July 1, 2019 to Sept 12, 2019, has day use revenue at \$5.064M, up 3.1% from the previous year. Cannon Mtn/FNSP is at \$861K, up 12.8% and Hampton Meters is also starting strong at \$1.277K, up 11.7% from the previous year. Parks retail is at \$1.742K, up 5.1% from last year. Cannon/FNSP retail is strong at \$224K, up 17.8% and Mt Washington has a strong start at \$951K, up 35.4% from the previous year.
- **FY2019 Parks & Retail Comparative Statement** covering period July 1, 2018 to June 30, 2019, with day use revenue closing at \$10.148M up 0.7% from \$10.075M the previous year. Cannon Mtn and Hampton Meters are both down by 3.1% and 3.5%, respectively. Parks retail closed on June 30, 2019, at \$2.643M up 6% from the previous year. Cannon retail closed strong at \$1.789M, up 11.9% from \$1.598M in FY18. Mt Washington retail closed at \$1.216M down 1.3% from the previous year.
- **NH State Park Plate** As of 08/31/19, there are 10,836 plates registered. FY2019 revenues earned are \$854,185, with the greatest number of new plates (1,344) purchased within the fiscal year since the program's start in 2012. From Jan 1 to Sept 22, 2019, a total of 44,526 park visitors (adults and youths) have entered state parks using the State Park Plate.
- **Cale Metered Parking** April 1-Sept 22, 2019, revenue is \$2.108M with 421,187 purchases, an increase from the same time period last year at \$2.045M in revenue for 418,906 purchases.
- **Campground occupancy** FY2020 YTD is up 1.8% in camping revenue. FY2019 finished with \$3,490M in revenue, up from last FY2018 record of \$3.3M. Campground occupancy over Labor Day weekend was at 98%, with 100% occupancy at Bear Brook, Cannon RV, Lodges at Coleman, Dry River, Ellacoya, Hampton Beach, Jericho Mountain, Lake Francis, Milan Hill, Moose Brook, Pillsbury, Sunapee and Umbagog Lake.
- **Donations** The Division received 2,960 online donations totaling \$19,218 in FY19, exceeding the donation totals for FY18. FY20 YTD has 982 online donations totaling \$6,148.
- **Gift Cars Sales** Since the program launch in November 2018, revenue is \$16,430 with 369 gift cards sold as of 9/16/19.
- **E-Commerce Sales** Since the program launch in November 2018, revenue is \$8,860 as of 9/16/19. Additional items, including apparel and holiday gifts, will be added in the coming months.
- The **Department of Administrative Service (DAS)** charged the Division of Parks and Recreation \$304,400 in Fiscal Year 2019 for the administrative services they provide the Division (AG's office, human resources, accounting, etc.). This assessment has not been paid by the Division since it became operationally self-funded in 1992. The charge is to all other sources of funds and affects all bureaus. The funds are used to offset general funds used to run DAS. Parks is in the process of preparing a waiver request, and if denied, will seek a change to the statutes to exempt all or a portion of the Division's activities from this charge. (RSA 21-I:74 Allocation of Statewide Central Services Costs; Allocation of Statewide Indirect Costs.)

BUREAU OF PARK OPERATIONS

GREAT NORTH WOODS

- Despite the late campground openings due to lingering winter conditions this spring at our Northernmost campgrounds, **Deer Mountain, Lake Francis and Coleman State Parks**; once our campers returned all three experienced visitation and revenue targets this season that are on par with the previous season.
- The new bathhouse project at **Umbagog Lake State Park** was completed very close to the planned completion date despite severe delays due to stubborn lingering winter and early spring conditions. We welcomed Remote Campsites and Cabin campers into the park by Memorial Day Weekend while working around the construction, and opened the Base Campsites and Cabins as we headed into the weekend before the 4th of July. Temporary Toilets and Showers were brought in to serve the public at the Base for the first week as the building contractor follow up on some inspection details, but the full new facility was opened the week after the holiday making the project only one week late. The visiting public and our staff are very satisfied with the results of this fine new building, and look forward to the second phase that will relocate the Park Office and Retail Space into an area reserved in the new building.
- A new roof was installed on the 2nd Toilet Building in **Moose Brook's** Main Camping Area this June. A local father & son team had been awarded the project contract and worked extremely efficient in getting the project completed and the building back in service in well under a week.
- **Jericho Mountain State Park** held the 10th annual ATV Festival at the park on the 1st week of August. Festival organizers reported the strongest attendance ever at over 8,000 participants, despite mixed weather with a short period of showers that did more to dampen the dust more than any spirits.
- Efforts to partner with local volunteers and friends to our state parks took a step forward at **Forest Lake State Park** in Dalton this summer, members of the Forest Lake Association donated funds and their time to build a fine new information kiosk that was installed at the park this past July (see picture).

MOUNT WASHINGTON

- Very busy summer season with visitation. **Attendance** since May is roughly 275,000 as of September 12th.
- **Retail and Food Concessions** are on pace for a record breaking sales season. Through the end of August, we are ahead of last year's sales totals by \$25,000. The Park set a single day all time dollar sales record three different times this season.
- New **SnowCat** to be delivered by the end of September and will be ready to operate for the upcoming winter season (2019 Pisten Bully 400).
- New entrance sign for **Tip Top House** was delivered in June and mounted by Mount Washington State Park staff.
- One fatality this summer season; a 63 year old woman from New Jersey died of complications due to exposure and hypothermia in winter-like conditions on June 13th. Mount Washington State Park staff and NH Fish and Game were involved in the response on the Tuckerman Ravine Trail, not far below the summit. She passed away at the hospital after the being transferred to ambulance at the base of the Mount Washington Auto Road. 3 fatalities have been recorded in 2019, including a climber in Huntington Ravine in February (resulting from a fall) and a skier on Raymond Cataract in April (avalanche).

- Many carpentry, light plumbing, and other **improvement projects** completed so far this season by Park Staff, including, but not limited to, a brand new back door and door frame improvements for Tip Top House, interior lighting upgrades for the Tip Top House, new outdoor lighting for the Sherman Adams Building, new soap dispensers and new electric hand dryers in the rest rooms, complete renovation of one of the State Park staff bunkrooms, re-organization and cleaning of staff maintenance workshop, including replacement of old equipment and tools.
- Made repairs, upgrades and scheduled preventative maintenance to the **Wastewater Treatment Plant**, many of which were carried out by Park Staff.
- Currently in the process of purchasing 3 new **park vehicles** before next season, including replacement of 2 current vehicles aging out of their Mount Washington lifespan (2013 van and 2012 SUV) and an addition of a third pick up truck to the State Park's fleet.
- **Handicap parking** moved away from the front entrance of the Sherman Adams Building to near the front of the Tip Top House to start the season. The change was made due to concern for pedestrian safety coming in and out of the building with vehicles backing up. The new location has worked well this season and has increased visitor safety.
- Mount Washington State Park provided logistical support and accommodations to assist the White Mountain Trail Collective, the AMC, and the USFS on the season long maintenance and improvement of the **Crawford Path** (200 years old in 2019!)
- The **Cog Railway** submitted a proposal to the Coos County Planning Board to extend its tracks and construct a platform within the Cog's right of way. The planning board requires DNCR approval of the project before it will act on the request. The new footprint of rails and platform would increase from 1680 square feet existing prior to 2014 to 3303 square feet and would be approximately 11.5 feet high at the deck and 15 feet at the railing. The Mount Washington Commission has reviewed the plans and DNCR is determining the impact on its rights as the underlying fee owner.

SOUTH REGION

- **Monadnock**: this weekend, we are piloting a new parking reservation system that allows visitors to pre-pay for a parking spot and to guarantee themselves a parking spot at Monadnock during fall foliage. The goal is to have most of our visitors use this system to better manage park capacity.
- New Adirondack shelters on group site B were installed at **Greenfield**.
- **Monadnock** is happy to open their new four-season bathhouse at their Headquarter location. After much careful planning and construction, this new bathhouse will offer hikers year-round restroom facilities at Monadnock.
- **Monadnock** staff have conducted 35 rescues to date during the 2019 Season.
- **Bear Brook** State Park is in the process of developing a Horse Camping area. Bear Hill Camp is closed temporarily while the septic system is being repaired.
- Day-Use attendance was up since **Silver Lake** experienced a very good year and very little cyanoblooms. The lack of cyanobacteria in the lake encouraged a higher amount of guests to visit throughout the summer months.
- The 1994 **Bear Brook State Park** Management Plan is being updated. The [steering committee](#) has met three times and will be meeting monthly until March. The technical team presented the first four chapters to the committee on September 12th.
- This year **Monadnock** has engaged the **SCA New Hampshire Corps** for five 10-day trail crews to work on our main trails, the White Dot and White Cross. They have focused on specific safety areas, key erosion control points, and rehabilitating trail-widening areas. Accomplishments include (as of 8/30): •

46 Water Bars Maintained, • 1 Culvert Maintained, • 78 Step Stones Set, • 3 Stone Staircases Installed, • 50' of Scree Wall Constructed, • 4,242 sq. ft. of Impacted Site Restoration & Revegetation, for a Total # of Crew Members: 14 and Total # of Service Hours: 831

- We have also engaged **Tahawus Trails**, a professional trail company out of New York, to do some much-needed heavier trail work on some of the most dangerous, most endangered (from erosion) slopes on the main trails. Preliminary site-visits have been completed this year, with work aiming to begin next year

SEACOAST REGION

- Lottery system for campground reservations at **Hampton RV Park** is going live! This will allow access to five campsites with hookups to folks who have had trouble booking sites in the past. A link to the article: <https://www.seacoastonline.com/news/20190703/hampton-beach-part-of-nhs-campsite-lottery> Given its success, the plan is to put half of the sites on the lottery for next year.
- **Ocean Rescue:** Fully staffed for the first time in a very long time! Hampton Beach hosted the USLA Life Saving Competitions at the main beach. Hampton Lifeguards took First place in the competition, and had excellent competitors from Salisbury Beach and Wears Beach. The weather and strong surf on the day of caused many teams to drop out of the competition. Water Safety day was again a success, and drew children and adults all day to learn about rip currents, water rescue and more! Fish and Game, Marine Patrol, US Coast Guard, Hampton PD and Fire were all in attendance (see photo).
- Park Manager Ken Loughlin retired after 38 seasons of service to the state as the Park Manager of **Wallis Sands**. His retirement party and an end-of-season staff party was held at Odiorne Point. Staff were graciously allowed in to the Seacoast Science Center to explore. Our J1 Visa students from China were particularly thrilled with this experience (see photo).
- **Rye Harbor:** Volunteer groups continue to work on removing Bittersweet and other invasive species from the entrance and perimeter of the park. Governor Sununu signed Senate Bill 76 banning off-shore oil and gas drilling into law at Rye Harbor (see photo).
- Parks began staffing and charging the entrance fee at the boat launch section of **Odiorne Point State Park**. This has resulted in increased revenue for the park, and has helped with enforcement of park rules.
- All parks continue to see an increase of use by folks wanting to bring their pets. Staff continues to enforce areas where dogs are not allowed, however public push back and opposition to the pet prohibition continues to increase.
- **Jeness State Beach** ribbon cutting held on June 14th and was well attended by the community. Park visitors have remarked what a positive change the new building is. DPR is working with the NH Council for the Arts to commission artwork for the site via the Percent for Arts program. Final selection is expected this fall and installation is planned for spring.
- The Rockingham County Conservation District (RCCD) hosted the State Lands Management Team in June to discuss strategies used to restore native plant habitat at **Odiorne Point State Park**. The SCA NH Corps conservation crew worked with RCCD to chainsaw through a tangle of glossy buckthorn and removed phragmites so herbicide can be applied.

CENTRAL REGION

- Improvements: Continued hazard tree removal at **White Lake, Echo Lake, Sunapee Beach** roadway entrance, and **Livermore Falls**. Renovations at **Sunapee campground** office to increase retail sales and

improve guest check in experience. New maintenance garage at **Pillsbury**. Six new kiosks built by SCA and installed at five parks.

- The SCA was once again a huge help with opening our parks, painting at **Ellacoya, Pillsbury and White Lake** buildings and pit toilets. SCA will be starting trail work at **Echo Lake**.
- Our retail stores continue to grow in revenue especially at **White Lake, Wellington and Crawford Notch**. We are looking forward to the future **Echo Lake** store (opening date for 2020) come to fruition next year and take advantage of a great opportunity for Retail and Boat Rentals.
- Our new park managers at **Wentworth, Wellington, and Livermore** had a great first season. Our managers did a great job handling an overwhelmingly busy 4th of July weekend that tested all of our parks capacity to handle visitors, parking, trash, and in some cases septic systems. These challenges remained almost every weekend for the rest of the summer.
- The interpretive signs for **Livermore Falls State Forest**, Pemi River Access are out to bid. The signs will be installed in the spring.
- We understand the **Ruggles Mine** is in the process of or has been purchased by a private buyer.

FRANCONIA NOTCH STATE PARK

- Franconia Notch State Park is running smoothly at this point: **Flume Gorge and Aerial Tramway** are slightly ahead from last year; and **Lafayette Campground and Echo Lake Beach** are functioning very well under new leadership. All venues and services within the park are expected to be very busy over the **next three (3) weekends**.
- **Winter prep** and planning continues on a year-round basis.
- **Capital planning and projects** are well underway @ \$1.976M approval / \$2.626M overall for FY20. Projects include a new sprinkler system for the summit building.
- Franconia Notch was the host site for **Smokey Bear's 75th birthday party** on Aug 15th, with the collaboration of all five DNCR divisions. Smokey Bear began as a print campaign designed by the War Ad Council during World War II, when experienced firefighters were overseas and the public was called upon to help reduce wildfire risks. Expanded over the decades to include outreach through radio, television, internet and more, it remains the longest-running public service advertising campaign in U.S. history. Smokey's fan base is multi-generational and the event allowed DNCR to interact with NH's seniors and toddlers and everyone in-between.
- Our season at the **Flume** has been great. We have had visitors from nearly all the States including Puerto Rico and from all over the WORLD! Japan, China, Korea, Taiwan, Nepal, India, Indonesia, Australia, New Zealand, Israel, Italy, France, Spain, Netherlands, Denmark, Belgium, Germany, Poland, Czech Republic, Moldova, Russia, Finland, United Kingdom (Scotland, Ireland, Great Britain) , South Africa, Brazil, Belize, Mexico and Canada. That's just a list from the guests who took time to sign our guest registry, I'm sure there have been other countries represented here at the Gilman Visitor Center!
- **Flume** ticket sales 2018 YTD were \$1,758,530/ 2019 YTD are \$1,738,692 a difference of \$19,838 putting us up 2% YTD and Flume visitor visits in 2018 YTD were 116,879 and 2019YTD are 116,328 which is up by 551 putting up by 1% YTD. We expect those numbers to increase through the foliage season.
- We have been working with Fish and Game to educate visitors and hikers in Franconia Notch about bear encounters as we have been frequently visited by a young bear in the area. Encounters between

this bear and people has been without incident except for the bear stealing food bags and backpacks from hikers on the **Liberty Springs trail**.

- The **hiker shuttle** in Franconia Notch State Park has generally determined to be a success with few complaints from 6762 riders. However even with the \$5 person charge to riders, Parks has lost \$26,588 so far this year. A plan to charge for parking in specific lots at specific times is under review.

BUREAU OF HISTORIC SITES

- **Administrator of Historic Sites** position was posted internally with a closing date of 09/30/19, and will be posted externally next week. Following the recruitment process, we anticipate a start date by early 2020.
- The **Nansen Ski Jump** in Milan was placed on the National Register of Historic Places, for both architecture and its important role in the history of U.S. ski jumping. Built in 1938, Nansen Ski Jump retains most of its original design as a competitive ski jumping complex and is likely the most intact nationally prominent historic ski jumping facility in the United States.
- The **Nansen Ski Jump project** was awarded a \$250,000.00 NBRC (Northern Border Regional Commission) grant for the continued restoration and upgrade of the site for the purposes of historic interpretation and future FIS (Federation for International Skiing) sanctioned jumping competitions.
- Beatrix Potter Day was held at the **Wentworth-Coolidge Mansion** on July 27 to celebrate the legendary author and illustrator's birthday. Beatrix Potter (1866-1943) created many beloved children's characters, including Peter Rabbit. She was a family friend of the Coolidges, dedicating her last novel to Henry P. Coolidge.
- For FY2019, 427 tickets were purchased online for historic site tours. FY2020 tickets sales is 217, as of 09/10/19.

BUREAU OF TRAILS (BOT)

- **OHRV registrations** this season are down slightly and more of the registrants are listed themselves as non-club members this year. It is anticipated that we will register approximately 34,000 OHRVs this year, which is down 2,000 from the past 2 years.
- The **Continuing Resolution (CR)** has impacted snowmobile and OHRV construction projects this summer. The CR was based on financial figures and approved budgets for 2019, however GIA awards were based on funds available in FY 20, which was more than the Bureau had available in FY 19. The Bureau did get approval from the Fiscal Committee and Governor & Executive Council to increase its GIA budget figures, however those increases did not cover all of the GIA contracts that were approved by Governor & Council in July.
- The **2019 OHRV Riding Season** is underway, and seasonal trail closures will be starting soon. The trail network in Pittsburg shuts down on October 1, with other areas closing down after Columbus Day and the state highway connectors closing for the season on November 1st.
- BOT hosted the **House RR&D Committee on a Field Trip** on 06/18/19, to provide a better understanding of the OHRV network located in the North Country. About 12 members of the committee rode with us. We spent an hour at **Jericho Mountain** Visitor Center talking about the history of the park and legislation that was passed by the RR&D committee to make it happen. We rode for about 2 hours, taking them to the wind towers to see the views of the park and Berlin and then rode to Gorham to show them the parking area that has all the controversy.
- BOT crew completed construction of the new Basin Bridge at the **Flume Gorge** (see photos).

COMMUNITY RECREATION OFFICE

VOLUNTEER PROGRAM

- For calendar year 2018, 21,403 volunteer hours with an estimated value of \$551,341 was reported. (up from 18,565/ \$462,269 in 2017)
- We hired a **Volunteer Supervisor** who started in July. Her name is Jesse Creedy Powers and she comes from Newton, Massachusetts. Jesse graduated from American University with a Bachelor Degree in Environmental Studies. Previously, she was the Director of Operations for an Environmental Education company that focused on outdoor education for children ages 2-8.
- Jesse is focusing on reestablishing relationships with our **long term partners and Friend Groups**, renewing group agreements with long term groups (currently 22 groups are under agreement with the State), updating volunteer applications and agreements, and volunteer recognition.
- **Multiple workdays** were held in conjunction with SNHU, Eversource, SPNHF, Vapotherm, Derry Village Rotary Club, and ARS Restoration Specialists.
- **Volunteer efforts on State Land in 2019** include: several bridges built in Pisgah State Park by the Friends of Pisgah, bog bridges built in Temple Mountain State Reservation by the Friends of the Wapack, restoration of the Nature Trail at Monadnock State Park by Eversource and the SCA, and the creation of picnic benches and painting of rooms at the Robert Frost Farm by the Derry Village Rotary Club.
- As of 2019, the Department provides **liability insurance** to 14 different volunteering non-profit Friends groups and non-motorized trail maintenance organizations.

LAND AND WATER CONSERVATION FUND

- GRANT ROUND 30: Grant Round 30 was released in May 2019. Prospective sponsors and the basic premises of their proposed projects have been reviewed for eligibility. Invitations to apply have been provided for those that are eligible. Applications are due in January 2020, with an anticipated grant start date of June 1, 2020 for selected and approved projects. Pending future funding status, Grant Round 31 is tentatively schedule to be released in May 2021.
- PROGRAM APPORTIONMENTS/AVAILABLE FUNDS: Recently received our Fy19 apportionment

Apportionment	Obligation Deadline	Apportioned Amount	Available Balance
GOMESA* FY 09-17	None	\$122,193.00	\$25,919.00
LWCF FY 18	9/30/2020	\$1,004,160.00	\$1,004,160.00
GOMESA* FY 18	9/30/2020	\$618,445.00	\$234,656.96
LWCF FY 19	9/30/2021	\$1,004,160.00	\$1,004,160.00
GOMESA* FY 19	9/30/2021	\$709,512.00	\$709,512.00
Total:		\$3,458,470.00	\$2,978,407.96
*Section 105 of the <u>Gulf of Mexico Energy Security Act</u> designates 12.5 percent of the proceeds from leases in Areas 181, 181 South and the 2002-2007 planning areas to be dispensed to the States in accordance with Section 6 of the LWCF Act.			

- Open LWCF projects:

PROJECT #	NAME	SPONSOR	TYPE	PROJECT SCOPE	GRANT \$
33-00695	Monadnock SP Visitor Services Building	State of NH DNCR	Development	<i>Addition of a winterized bathroom to the existing bathhouse</i>	\$443,304.00
33-00699	Cocheco River Park	City of Dover	Development	<i>Construction of a paddle sports access and boat dock</i>	\$159,675.00
33-00700	Merrimack River Greenway Trail	City of Concord	Development	<i>Construction of a trail bridge at Terrill Park</i>	\$106,450.00
33-00701	Pulpit Rock Conservation Area Trls	Town of Bedford	Development	<i>Trail accessibility enhancements and construction of trail bridges</i>	\$45,241.00
33-00702		Town of Milford	Development		\$159,675.00

33-00702.1	Osgood Pond Restoration Phase I-II			<i>Pond dredging and improvements to water access facilities at Adams Field</i>	\$175,175.00
33-00705	Hartford Brook Ballfields	Town of Deerfield	Development	<i>Improvements to playfield, parking, and support facilities</i>	\$25,000.00
33-00706	Nissitissit River Park	Town of Brookline	Combination	<i>Development of accessible trail, and acquisition abutting rail trail</i>	\$50,050.00
33-00707	Greeley Park Boat Ramp Improvements	City of Nashua	Development	<i>Boat ramp and parking improvements on the Merrimack River</i>	\$200,200.00
33-00708	Bristol Falls Park	Town of Bristol	Development	<i>Restoration of access to a high-bank viewing area of the Pemi and Newfound</i>	\$153,155.00
33-00709	B. Rowell Community Center Playground	City of Franklin	Development	<i>Construction of a New Playground</i>	\$45,045.00
33-00710	Monadnock Park Playground	City of Claremont	Development	<i>Construction of a New Playground</i>	\$53,753.00
33-00711	Monroe Consolidated School Playground	Monroe Consolidated SD	Development	<i>Construction of a New Playground</i>	\$96,396.00
33-00713	Kearsarge Mtn State Forest-Tusoni Lot	State of NH DPCR	Acquisition	<i>Purchase of 33.4 acres 1.5 miles up from the Rollins State Park tollbooth</i>	\$21,354.00
33-00714	Franconia Notch SP - Lafayette Playground	State of NH DPCR	Development	<i>Construction of a New Playground</i>	\$76,742.50
33-00715	Ellacoya State Park Playground	State of NH DPCR	Development	<i>Construction of a New Playground</i>	\$76,742.50
33-00716	Mill City Park at Franklin Falls	City of Franklin	Combination	<i>Purchase of 2.2 acres, development of trails, restrooms, parking, picnic area, and pavilion</i>	\$200,200.00
33-00717	Landroche Field Splash Pad and Bathhouse	Town of Newmarket	Development	<i>Construction of a splash-pad, restrooms, and accessible pathway, and kiosk</i>	\$199,606.41
33-00718	Riverfront Park	Town of Lincoln	Development	<i>Construction of a skate park, parking, bike-ped trails, river access, and utilities</i>	\$200,200.00
33-00719	New Boston Rail Trail Rehabilitation	Town of New Boston	Development	<i>Installation of surface material, new/fixed drainage, grading, benches, kiosk</i>	\$100,100.00
33-00721	Littleton Health Park	Town of Littleton	Combination	<i>5 acre acquisition, construction of parking area, pavilion, community gardens, fitness area, trail</i>	\$200,200.00
33-00722	Maplewood Field Bleachers/Playground	Town of Salisbury	Development	<i>Installation of new bleachers, swing set, play equipment, and pathway</i>	\$25,000.00
33-00723	Moeckel Pond Dam Reconstruction	Town of Windham	Development	<i>Reconstruction of historic mill site dam, car-top boat, and parking</i>	\$150,150.00
33-00724	Jules Bisson Park Rejuvenation	City of Somersworth	Development	<i>Construction of a playground, picnic shelter, and accessibility enhancements</i>	\$45,000.00
33-00726	Kraime Meadow Park Improvements	Town of Moultonborough	Development	<i>Construction of a picnic shelter with concession area and composting toilets</i>	\$62,562.50
TOTAL OPEN GRANTS:					\$3,070,976.91

PLANNING & DEVELOPMENT OFFICE

- The State Fire Marshall's Office is conducting inspections and review of all state buildings. So far they have inspected 65 DPCR facilities. There is an average of 6 deficiencies per site ranging from minor such as fire extinguishers and exit lights to major life safety projects such as fire enclosed stairwells. DPCR Planning and Development office staff are meeting monthly with the Fire Marshall's Office.

PARK IMPROVEMENTS

- **Monadnock:** Project is complete, ribbon cutting scheduled for October 4, 2019.
- **Umbagog:** Project is complete. Campers have remarked that the new bathhouse is a great improvement to the park!
- **Ellacoya:** Phase II is in progress, completion expected mid-November.

- **Cannon Mountain:** Bids are due September 25th for the sprinkler system and fire alarm. Project is expected to begin in October 2019 and completed by March 2020.
- **Mount Washington:** The final report of the communication study to determine the future of the Yankee building has been presented and is being reviewed. The consultant for the sewage treatment plant has completed a year of testing and sampling and will submit their recommendations for improved system and increased capacity.
- **Echo Lake:** Building was delivered and work is ongoing to bring it into compliance with building codes. An accessible ramp has been designed by staff architects and the construction of the ramp and electrical work will be bid out this fall.
- **White Island:** Contractor began work in September on the roof and it will be completed this fall. Window replacement will be done in the spring.
- **Milan Hill:** Foundation of the office building has failed. Bid documents in preparation for spring construction. A temporary trailer is on-site for park operations.
- **Hampton Beach:** The maintenance and painting of the Sunfish is starting 9/23. The work is expected to be complete by spring 2020.
- **Bear Brook:** Bid documents are in progress for roofing buildings at Bear Hill Pond Camp and Spruce Pond Camp.
- **Fire Towers:** Repairs are complete at Oak Hill and 95% complete at Kearsarge. Milan Hill fire tower is expected to begin in spring 2020.

PARTNERSHIPS. The Division of Historical Resources conducted **SCRAP programs** at two DNCR sites this year. The team returned to Livermore Falls State Forest to continue the exploration of “The Hollow” and a new site at Pillsbury State Park was investigated. Both sites have expanded our knowledge of the human history of New Hampshire.

CONSULTANT SERVICES.

- The Division has hired Tahawus Trails LLC to design trail stone staircase for approximately 80 linear of trail across a ledge at **Monadnock State Park**. The work is expected to start next spring.
- **Fort Stark State Historic Site** is currently being studied by the Public Archaeology Laboratory and they will prepare a Historic District Area Form and Phase 1 Archaeological study. This project includes a geophysical survey to search for, and if detected, determine the horizontal positions and integrity of former foundations and other buried features.

STUDENT CONSERVATION CORP (SCA) NH CORPS

- There have been a total of 28,080 park contacts across all parks and 16,402 program attendees for the [Discover the Power of Parks](#) program through Labor Day. After Labor Day the Rangers at **White Lake and Bear Brook State Parks** offer free [programs](#) to community groups in the Merrimack Valley and Ossipee Lake Regions at their location or in a park, both program reservations are almost full. The SCA Rangers at **Franconia Notch and Monadnock State Parks** are preparing for a busy foliage season. They will be providing guest services, nature interpretation and hike safe programming.
- The Conservation Crews have been busy statewide. The Recreational Trails Program is funding 5 hitches at **Monadnock State Park** and the cons crew have been working on the White Dot Trail installing staircases and step stones and are hardening surfaces (see attached report). In addition, crews have done a wide variety of park improvement projects including kiosk and shelter construction, painting, installing crib steps (see attached report) and at the end of the season they will be working on the Bryce Path at **Cathedral Ledge** and constructing and installing pit toilets at the **Umbagog Lake Campground** remote sites.

DIVISION ADMINISTRATION

Cellular carriers and other communication providers are pressing to add more communications equipment onto recreational structures such as the Tram and the Sherman Adams building. They are challenging our refusal to support these requests. Locating communications equipment on recreational structures not only creates a visual impact but also creates operational and maintenance restrictions and conflicts with LWCF requirements. Long-term plans are to remove all of the equipment on and in the recreational buildings.

AGREEMENTS

- Negotiations with the **Mount Washington Observatory** are underway to amend specific terms in their agreement. With the withdrawal of financial support from the Cog Railway, the Observatory is working with the State to explore other ways to structure the relationship and funding to support the Park. The contract was extended another year until September of 2020 to complete the negotiations.
- We completed a new agreement with the **Appalachian Mountain Club** for the lease of the Lonesome Lake site in Franconia Notch State Park. The compensation provided to the state increased from \$6,529/yr. to \$15,000/yr. (over a three-year escalation), with an additional payment not to exceed \$20K in in-kind services related to hiking trail maintenance performed exclusively on state reservations.

NH STATE PARKS LIBRARY PASS PROGRAM. The **NH State Park Library Pass program** received a face-lift in 2019. After listening to concerns and suggestions from the libraries, we moved to an online option where the libraries could print the pass date specific, one-time use pass for their patrons. This change allowed the patrons to pick the pass up at the library but they did not have to return it for the next patron to use. Although we did experience some technical difficulties, we were able to iron them out and guide the librarians to the most efficient way to access the passes for their patrons. The breakdown and comparison of passes is listed below:

Year	# of libraries purchasing	# of passes sold	Total revenue
2018	58	61	\$6315
2019	69	74	\$7,805

Each pass is valid for two adults and up to four dependents to enter into our day-use parks at no additional charge. With the purchase of one pass, the library is able to “loan” the pass to one patron. The value of revenue State Parks would collect at a high use park for two adults and four dependents would be \$2,754 per pass. (This is based on use from May 1 – Sept 30 daily use for a total of 153 x \$18 at a high-use park).

SPECIAL USE PERMIT PROGRAM (SUP)

- The **Special Use Permit Program** is growing steadily every year. We have many different activities that take place within the State Park System from triathlons to bike races to guided hikes to fundraising for specific organizations or causes – to name a few. We also issue guide permits. Additionally, we issue filming permits to organizations who wish to film either still photos, film using hand-held camera or larger, and drones which require additionally permitting.
- The total permit fees collected through park headquarters from the 2019 special use permits is \$93,118.45. The day-use fees are typically collected at the parks and reported at that level.
- Below is a breakdown of the type of permits issued with 2019 year to date versus 2018 calendar year:

Special Use Permits by type:

	2018	2019*
Filming	10	12
Guide	2	1
SUP - Parks	135	142
SUP - Trails	19	14
TOTAL	166	169

SUPs by Management Region:

	2018	2019
Central	17	19
FNSP	7	8
Great North Woods	13	9
Historic Sites	1	1
Mt. Washington	8	11
Multiple Locations	8	7
Seacoast	56	56
South	26	29
Trails	30	29

BEACH ADVISORY PROGRAM The Division works with the Department of Environmental Services to have the swimming water tested at the state owned beaches on a regular basis. The Division had a total of 27 beach advisories during the 2019 sampling season with Greenfield and Sunapee being the hardest hit. Below is the list of advisories for Greenfield and Sunapee:

Beach Name	Date Posted	Date Removed	Advisory Type	Total # of Days
Greenfield	6/25/2019	7/17/2019	Fecal Bacteria	23
Greenfield	8/2/2019	8/7/2019	Fecal Bacteria	6
Greenfield	8/13/2019	8/15/2019	Fecal Bacteria	3
Greenfield Campers Beach	7/17/2019	8/2/2019	Fecal Bacteria	17
Greenfield Campers Beach	8/13/2019	8/15/2019	Fecal Bacteria	3
Greenfield Middle Beach	7/17/2019	8/2/2019	Fecal Bacteria	17
Sunapee	6/11/2019	6/13/2019	Fecal Bacteria	3
Sunapee	7/10/2019	7/12/2019	Fecal Bacteria	3
Sunapee	7/19/2019	7/27/2019	Fecal Bacteria	9
Sunapee	8/15/2019	8/16/2019	Fecal Bacteria	2
Sunapee	8/21/2019	8/23/2019	Fecal Bacteria	3

SEACOAST PARKING CITATIONS The Seacoast Metered parking program runs from April 1 through October 31. The hours of operation in the months of April and October are 8am – 5pm seven days a week including holidays and the rate to park is \$1 per hour. The hours of operation from May 1 through September 30 are from 8am – midnight seven days a week including holidays and the rate to park is \$2 per hour. This is enforced through the Park Patrol Office seven days a week.

Below is a comparison of the revenue collected YTD through 9/24 of each year. It is important to note that these numbers reflect payments **received** during the associated year, however the citation being paid may have been from a previous year.

Year	Citations Paid	Total Revenue
2015	7,698	\$274,441.40
2016	4,601	\$156,615.49
2017	5,155	\$177,179.00
2018	4,954	\$167,951.01
2019	4,472	\$162,735.75

PUBLIC INFORMATION OFFICER AND MARKETING REPORT

- Collaborating continues with the Upper Valley Trails Alliance and their **TrailFinder App**. Latest addition to TrailFinder included two separate pages for Milan Hill. One page hiking trails and one for the Ski Clubs cross-country and snowshoeing trails. We also published the mountain biking trails at Moose Brook with the help of the Coos Cycling club.
- **Social Media** accounts as of 9/25/2019:
 - Facebook Likes: 246K;
 - Twitter followers: 21.4k;
 - Instagram followers: 38.5K.
- **Season opening Facebook** statistics – May 6 – June 2
 - Posts Engagements: 22,009 increase 38%
 - Posts People Reached: 456,399 increase 325%
 - Video Views: 3,094 increase 329%
 - Page New Followers: 6544 increase 1836%
 - *Note: Top Parks posts were related to Hiring and positions in NH State Parks.*
- **Website from 2/15/19 - 5/30/2019:**
 - 399K total sessions; avg. 1:58 min/session; 30% MA, 28% NH, 6% NY, 5% CT, 3% RI
- **Press Releases:**
 - 7/22/2019 - NH State Parks 2019 Water Safety Day**
NH State Parks NH Beach Patrol will host their 2019 Water Safety Day on July 25 from 11 a.m. to 4 p.m. at the Hampton Beach Seashell Complex, 180 Ocean Blvd., Hampton, NH.
 - 7/22/2019 - Wentworth-Coolidge Mansion Beatrix Potter Day**
It's Beatrix Potter Day! Hop down to the Wentworth-Coolidge Mansion State Park Saturday, July 27, from 10 a.m. to 2 p.m. at 375 Little Harbor Road, Portsmouth, NH.
 - 7/15/2019 - Cardigan Mountain State Park - Road Closures and Access**
Orange Road in Orange near Cardigan Mountain State Park is closed except to local traffic due to heavy damage sustained during Thursday evening's storm. Cardigan Mountain State Park remains open, but please be advised that anyone seeking public access to the mountain or the hiking trails should seek alternate access via Burnt Hill Road. DOT officials will work as quickly as possible to restore Orange Road to through traffic.
 - 7/10/2019 - NH celebrates Smokey Bear's 75th birthday throughout the summer**
Smokey Bear is celebrating his 75th birthday this year and he will be making several appearances throughout New Hampshire as part of his mission to raise awareness about wildfire prevention.
 - 6/27/2019 - NH Parks pilot campsite lottery at select parks open July 1**
The NH State Parks announces a lottery for selected camping sites at Hampton Beach State Park and Ellacoya State Park. The State Parks Camping Lottery is a pilot program for the 2020 camping season to ensure greater opportunity for campers to experience our most popular camping areas.
 - 6/25/2019 - State officials share update on multi-agency effort to address safety and parking on I-93 in Franconia Notch State Park**
Heading into the busy summer hiking season, state officials issue reminders of efforts underway to ensure safety for people visiting Franconia Notch State Park (FNNSP).
 - 6/21/2019 - Trails Bureau Presents Landowner of the Year Award**

The Bureau of Trails selects one landowner each year to recognize, as part of the NH Snowmobile Trail Program, as the Landowner of the Year.

6/19/2019 - Bear Brook State Park Steering Committee is holding a public listening session June 27

The Department of Natural and Cultural Resources and the Bear Brook State Park Management Plan Steering Committee is holding a public listening session at NH Fish and Game, 11 Hazen Drive, Concord, NH on June 27 from 5 to 8 p.m.

6/12/2019 - Jenness State Beach Bathhouse Ribbon Cutting Celebration

NH Parks and Recreation will host a ribbon cutting celebration for the new bathhouse at Jenness State Beach at 2280 Ocean Blvd, Rye, NH at 1:30 p.m. on June 14.

- **Media Opportunities:**

- Samantha Brown's "Places to Love" PBS show. The Production Crew filmed on June 20 at MWSP. Their primary focus is **Mount Washington State Park** and the Cog.
 - Facts about the show:
 - Each episode is :30 minutes
 - Places to Love airs in over 97% of US Households
 - Distributed in USA by American Public Television
 - 2018 averaged 2MM actual views per episode
 - In addition to the exposure from the show itself, which generally airs multiple times, there is also excellent exposure on Samantha's digital media:
 - Website visitors generate avg. of \$750K monthly hotel revenue
 - Facebook – 157k followers /RealSamanthaBrown
 - Twitter – 109k followers @SamanthaBrown
 - Instagram – 63k followers @SamanthaBrownTravels
 - Pinterest – 13k followers /SamanthaBrown
 - Newsletter – 24k subscribers Samantha-Brown.com
- **A Conversation with N.H. Parks and Recreation Director Philip Bryce, NHPR THE EXCHANGE** AUG 6, 2019. <https://www.nhpr.org/post/conversation-nh-parks-and-recreation-director-philip-bryce#stream/1>
- **N.H. State Parks Director Open to Considering Raising Fees for Non-Resident Visitors, NHPR THE EXCHANGE** AUG 9, 2019. <https://www.nhpr.org/post/nh-state-parks-director-open-considering-raising-fees-non-resident-visitors#stream/1>
- Outdoor Adventures: Sunrise above the clouds on **Milan Hill**, Valley News SEPT 6, 2019. <https://www.vnews.com/Marty-Basch-Outdoor-Adventures-column-28256373>
- The **Cannon Mountain Aerial Tramway** ferries passengers up and down breathtaking Cannon Mt. year round. Its history is as fascinating as the tram is useful. New England Travel today June 17, 2019. <https://newengland.com/today/travel/new-hampshire/white-mountains/cannon-mountain-aerial-tramway/>
- NH Parks and Recreation has been featured in numerous **online travel magazines** over the summer. These earned media features are often spotlighted on online travel sites and review sites such as Yelp and TripAdvisor.

- **Marketing and Advertising**

- On Aug. 28, NH State Parks met with our marketing firm, **GYK Antler** to plan fall marketing campaigns. Efforts this fall will concentrate on targeting the fall leaf peepers. Travel and Tourism predicts \$1.5 Billion tourism dollars from fall visitors to the state. Given the success of retail operations, we decided to begin a State Parks gift card campaign in mid-October. This campaign will highlight what you are gifting when you give a gift card for the holidays. This will highlight our retail items and our parks destinations. The appeal will be the gift of the NH outdoors, family camping adventures and day use destinations.
- One of our most successful programs has been the **State Parks license plate**. Parks participated as a vendor at the 94th annual City and Town association Conference in North Conway in Sept. The members are our primary marketing tool to promote the license plate and that was emphasized to the members. We will build our relationships with its members and ensure they have all the promotional items to continue the success of the program.
- Over the summer, we have updated and added many of our state parks to **online review sites** like Yelp and TripAdvisor. Most sites already have a page on Google +. This has been a great opportunity to engage on a personal level with our visitors, address their concerns and thank them for their support.

CUSTOMER SERVICE PERFORMANCE (just a sampling)

“My wife and I last climbed Mt **Monadnock** when we were in our thirty’s. We are now in our sixties and thought we would give it a try and see how far we could get up the mountain... Near the top of the mountain we encountered Taylor, the Ranger on the mountain. I am a retired Law Enforcement Officer and have met hundreds of public employees and I would consider her one of the most helpful, pleasant, and passionate employees I have ever met. Her encouragement, kindness, and sharing her water and snacks got us both to the top of the mountain. She should be recognized as an outstanding representative of the New Hampshire Park Service. We will be back but we hope you will have “I Love Taylor” tee shirts for sale in the park store.” – Brian and Carol Malone, Marstons Mills, MA

“The organization thanks the New Hampshire Division of Parks and Recreation for allowing the use of the [**Pisgah** state] park for the picnic.” – Friends of Pisgah

“I wanted to thank you for the passes to **Wellington** State Park. They were greatly appreciated. Peers from the mental health community truly enjoyed themselves and it was a very good time.” – Concord Peer Support Center and Cornerbridge Peer Support Center providing services to people with mental illness

“Clean, quiet and close to town. First time at this campground and I was very impressed. Our site was clean, well maintained and easy to get into. The visitor center was easy to find and after checking in, we bought a few bundles of firewood. Not a lot of noise for the sites being close to one another, even with lots of families and kids around. I'd definitely recommend this place!” *Recent post on TripAdvisor by Christine z, Sept 25, 2019*

“Christine, Thank you for your very positive review of **Moose Brook State Park**. The campground there is one of my favorites and it is close to Mount Washington State Park and other White Mountain attractions. Thank you again for the recommendation and we hope you are able to include one of our great state parks in your future vacation plans.” *Response from nhstateparks, Guest Relations Manager at Moose Brook State Park*

REPORTS PROVIDED SEPARATELY:

- a. Parks Comparative Statements FY2019 & FY2020, as of 09-12-19
- b. Visitation Report
- c. Legislative Service Requests (LSR) 2020 listing